

PRAKASH

Chemicals Agencies



*Wishing You & Your Family
A Happy Diwali & Prosperous New Year*

ILLUMINATION

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*Delivering Trust to the
world of chemistry*





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AdBlue, a colorless, odorless, and non-toxic urea-based solution, has been gaining significant traction in India's automotive sector. Its increasing demand is directly linked to the nation's commitment to reducing emissions and improving air quality. As a key component in selective catalytic reduction (SCR) systems, AdBlue is crucial for neutralizing harmful nitrogen oxides (NOx) emitted by diesel engines.

The Indian government's stringent regulations regarding diesel emissions have been a driving force behind the surge in AdBlue demand. The Bharat Stage VI (BSVI) emission norms, implemented in 2020, mandate the use of SCR systems equipped with AdBlue injection in all new diesel vehicles. This has led to a substantial increase in the consumption of AdBlue across the country.

Technical urea, a key ingredient in AdBlue production, has witnessed a corresponding rise in demand. As the automotive sector continues to adopt SCR technology, the requirement for technical urea has expanded significantly. This has created a lucrative market for technical urea manufacturers and suppliers in India. The Indian AdBlue market is currently experiencing robust growth, driven by factors such as:

Increasing Penetration of Diesel Vehicles: The popularity of diesel-powered vehicles, particularly in the commercial and transportation sectors, has fueled the demand for AdBlue.

Government initiatives : The government's emphasis on cleaner air and sustainable transportation has provided a favorable environment for the AdBlue industry.

Domestic manufacturers are investing in expanding their AdBlue production facilities to meet the growing demand. While India has made strides in domestic AdBlue production, the country still relies on imports to supplement its supply.

Despite the positive outlook, the AdBlue industry faces certain challenges;

Price fluctuations: The price of technical urea, a major input cost, can impact the profitability of AdBlue manufacturers.

Infrastructure development: Ensuring a reliable supply chain and adequate storage facilities is essential for meeting the growing demand.

Consumer awareness: Raising awareness among end-users about the importance of AdBlue and its benefits is crucial for market expansion.

On the other hand, the AdBlue industry also presents significant opportunities:

The increasing demand for AdBlue in India reflects the country's commitment to environmental sustainability and cleaner air. As the automotive sector continues to evolve, the AdBlue industry is poised to play a vital role in reducing emissions and promoting a greener future. The symbiotic relationship between AdBlue and Technical urea further highlights the growth potential of this emerging sector in India.

Mr. Vineet Joshi
Associate Marketing Executive
Editor for the Month



Dussehra Pooja at Prakash House



Prakash Conducted "Garba Night with Family Get - Together on 24th October 2024 at Krishna Estate Garden Area



Mr. Vinayak Mishra



Mr. Prakash Thakkar



Mr. Umeshbhai Parmar

Ms. Bansari Barot

Daan Utsav - Swacchata Drive At Adopted Area



Daan Utsav - Shoes Donation At Sankalp Organization



Daan Utsav – Celebrating with the Adolescence Girls of Our Adopted Aanganwadi Area



Daan Utsav - Clothes Donation at Anand Aashram



Daan Utsav – Cash Contribution to Arpan Charitable Trust



Daan Utsav - Clothes Donation at Adopted Aanganwadi by ZeeZeeZoo



Navratri Celebration with ICDS Team and Children of Adopted Aanganwadi



Honored to support Arpan Charitable Trust's this Diwali with a successful showcase at Prakash House.





- Clariant is excited to announce the global launch of Pickmulse, a new O/W surfactant-free emulsifier and encapsulation system based on Lucas Meyer Cosmetics' breakthrough patented quinoa starch technology.
- The Indian chemical industry is gearing up to capture a bigger share of the global market as China struggles with unused production capacity, which is likely to keep chemical prices steady, according to Axis Capital report.
- Gujarat State Fertilisers & Chemicals Ltd. (GSFC) has announced that it has commenced commercial production at its newly commissioned hydroxyl-amine sulphate crystal (HX crystal) plant in Fertilizernagar, Vadodara.
- Karnalyte Resources, the Canadian manufacturer of potash and magnesium products in which Gujarat State Fertilizers and Chemicals (GSFC) is the major stakeholder, has announced that it will begin a review of its development strategy to evaluate the economic potential of increasing magnesium chloride production at its Wynyard project by developing the magnesium assets at the same time as the development of the potash project.
- Effective from September 19, only chemical packages of 500 gm or 500 ml will be categorised as laboratory chemicals and attract an import duty at 10%.
- Kolkata-based Himadri Speciality Chemical (HSC) has announced plans to commission its Rs. 1,130-crore greenfield plant in Odisha for producing lithium iron phosphate (LFP) during the second half of FY 27.
- Hindalco Industries Ltd., the metals flagship company of the Aditya Birla Group, has announced that it will be setting up India's first e-waste and copper recycling plant in Dahej, Gujarat.
- Methanol is the single largest chemical produced worldwide, and its output and consumption has come to be dominated by Asia, in general, and China, in particular.
- Gujarat Chief Minister Bhupendra Patel emphasized that state has achieved remarkable growth in the chemical and petrochemical sector over the past two decades. Patel said that Gujarat has established itself as the petro capital and petro hub of India, owing to its robust industrial and logistics infrastructure
- GAIL (India) Ltd. and AM Green B.V. (AMG) have signed a Memorandum of Understanding (MoU) to explore projects aimed at advancing sustainable energy solutions in India.
- Speciality chemicals firm, Vipul Organics Ltd., has announced that it has received the 'Consent to Establish' from the Maharashtra Pollution Control Board (MPCB) for its newly constructed factory at Ambarnath in Maharashtra.
- Sudeep Pharma Pvt. Ltd., a Gujarat-based maker of mineral-based supplements and food fortification products, has announced its diversification into the clean energy storage sector with the launch of its subsidiary, Sudeep Advanced Materials (SAM).
- The sharp increase in import of Ammonium Nitrate (AN) from Russia has hit domestic companies which are in the process of ramping up AN capacity with investment of over Rs. 4,000-crore.
- Symrise Cosmetic Ingredients inaugurated its manufacturing facility in Chennai on September 3, 2024. The high-tech facility covers a total area of 1,788-sq.m., and will enable Symrise to better serve the growing Indian cosmetics market. In addition, it will strengthen the company's position as a preferred supplier of actives and botanicals, and micro protection ingredients to the industry.

There was a very clever and cunning landlord who owned lots of land in a whole village. He cunningly loaned small amount of money when needy came to him for a help. Taking a benefit of those who were not well-educated, he kept adding on interest to the principal amount. The amount for repayment of the loan would raise up so much that people couldn't pay back and end up surrendering their land to the landlord.

Now, his eyes were on a land owned by an old lady near his house. She was all alone, no other family. She would plant her own crop and fulfill her needs. The landlord was not able to figure out how to lure her into giving up her land to him. He then bribed a government official in village and forged papers of ownership on his name. He along with a government official visited old lady and served her a notice to hand over the land to him.

Old lady was shocked to know this and pleaded that she has been living here her whole life and this land has been owned by her ancestors, her loved ones are buried here and she inherited it, how can someone claim this now? She approached local court, but the landlord had bribed everyone and had presented forged ownership papers. Thus, the court delivered the judgment in the landlord's favor.

Dejected old lady then prepared to vacate the land while the landlord and his associates stood there waiting for her to leave. While leaving, filled with tears old lady approached the landlord and said, "Sir, you have taken everything from me today, my entire life was spent here, but now I am leaving. The land here is where I played, grew up with my family and this soil is very dear to me." She added further, "we all are made of soil, and so anyone can have an affection towards it. Allow me to carry a basket filled with this soil to keep with me, with that by my side I will always have an aroma of this place till I die peacefully."

The landlord smirked thinking since he had gained ownership of her entire land without paying her, might as well let her have it a basket of soil, so she can leave quietly. He said, "fine. You can fill up your basket."

Old lady started filling up her basket with soil. She overfilled it and was struggling to lift the basket to carry over her head. She then told the landlord, "Sir, will you please lend a hand to put the basket over my head?" The landlord came forward to help and said, "Oh you poor old lady, didn't you think before you overfilled this basket? You are struggling to lift this basket filled with soil then how can you carry this with you?"

With tears in her eyes, old lady said, "oh sir, this entire land was my own, spent my whole life here, yet I am struggling to carry a single basket of soil from here while I am still breathing. I won't be able to carry it with me even when I die. You sir, have so much of other's land. How will you carry it all with you?"

The landlord stood stunned hearing this. He realized his mistake and fell on the old lady's feet asking for forgiveness. He requested her to live here happily and returned her land.

Moral: Do not cheat, don't be greedy. Do not take more than you need. Be content with what you have, sometimes it's sufficient for a happy life.



Strategic thinking is a crucial skill for Effective Management, helping leaders make to make informed decisions and guide to their organizations towards long-term success. Some important Management tips to enhance strategic thinking are :

Understand the Big Picture: Take a step back to view your organization's mission, vision, and values and understand how Department or team fits into the overall goals. Keep up with Industry trends, Competitors and market changes to anticipate shifts and identify opportunities.

Set Clear Objectives : Define clear, measurable goals that align with the organization's Strategic Priorities and make down these goals into actionable steps, ensuring everyone understands their role in achieving them.

Encourage Open Communication: Foster a culture where team members feel comfortable sharing ideas, feedback, and concerns and courage diverse perspectives to gain a more comprehensive understanding of challenges and opportunities.

Analyze Data: Use Data and Analytics to make informed decisions. Identify key metrics that will help you evaluate progress and success. Make a practice to regularly review data to adjust strategies as needed.

Develop Scenario Planning: Anticipate potential future scenarios and develop contingency plans for different outcomes. Use "what-if" analyses to explore various possibilities and their potential impacts.

Promote Innovation: Encourage creativity and innovation within team by providing the necessary resources and support. Create an environment where calculated risks are valued and learning from failure is encouraged.

Focus on Long-Term Value: Balance short-term results with long-term sustainability. Prioritize initiatives that will drive lasting value. Avoid decisions that may bring immediate gains at the expense of future growth.

Build Strategic Partnerships: Collaborate with other departments, organizations, or stakeholders to leverage additional resources and expertise. Identify synergies and opportunities for mutual benefit. Evaluate and Adapt: Regularly assess the effectiveness of your strategies and be willing to adapt them as circumstances change. Solicit feedback and make adjustments based on both successes and setbacks.

Invest in Professional Development: Continuously develop strategic thinking skills through training, workshops, and networking with other strategic thinkers. Encourage the team to do the same, fostering a culture of continuous learning and improvement.

By incorporating these strategic thinking practices into your management approach, you can lead your organization more effectively and position it for long-term success.





PUZZLE YOUR MIND

- Q1. How can create a one (1) and four nines(9) and only one mathematical symbol to make it equal to 100 ?
- Q2.
 $14 + 19 = 363$
 $25 + 13 = 328$
 $17 + 18 = 385$
 $23 + 45 = ???$
- Q3. After taking me from Mine, shut up in a wooden case and from wooden case I never released. But yet I am used by almost every person in all over the world. What am I ?
- Q4. I change people's appearances and thoughts and I am something people love or hate. If a person takes care of themselves, I will go up even higher. To some people, I will fool them. To others, I am a mystery. What am I?
- Q5. With clothes of green, And bark of a dog, Search me for the goods, I sleep like a log. What am I ?

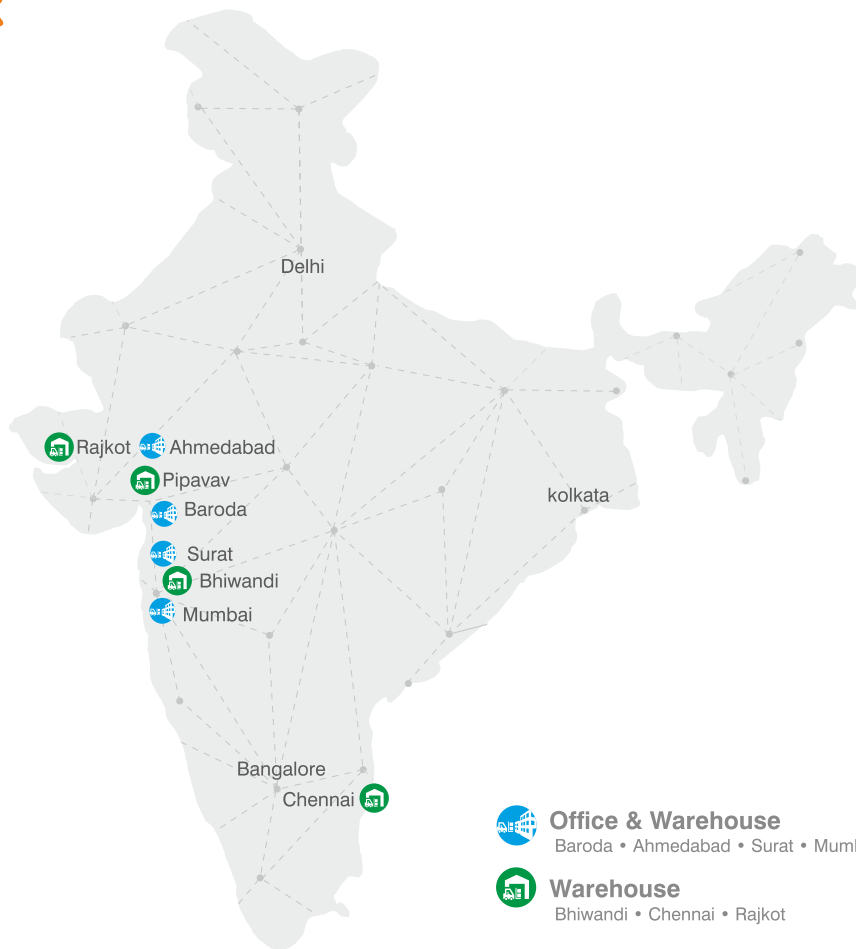


Answer to
the Puzzles of
September 2024

- Q-1 - Intelligence
Q-2 - Home
Q-3 - 57
Q-4 - 7912
Q-5 - 60

*Choosing to be positive
and having a grateful
attitude is going to
determine how you're
going to live your life.*

Our Network



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